

Overview Optional information lines include the optional endorsement line (OEL), carrier route information line, and keyline. The OEL and the carrier route information line may be printed on the mailpiece or label when the address is printed. A mailer's keyline is reserved for the mailer's use except where required by the USPS.

Optional Endorsement (M013) Mailers may prepare mailings without applying pressure-sensitive labels to the top mailpiece of packages by using a specific OEL above the address block or on the address label on the top mailpiece of a package.

Type and style:

- Must be in capital letters, Arabic numerals, or asterisks with letter size and line spacing no less than the size and line spacing of the largest letter or character in the address block or any part of the address label.
- Type font must be same as the font used for the address block.

Location and content:

- Right-justified; no characters or marks may appear to the right of the last character of the OEL on the two lines immediately below it.
- Applicable ZIP Code information must be included in the OEL on most packages (see M013.2 for exceptions).

Address Change Service:
Mailers receiving address corrections through Address Change Service (ACS) may use the first eight positions on the left side of the OEL for the ACS participant code.

Carrier Route Information (M014) Packages made up to individual carrier routes, rural routes, highway contract routes, post office box sections, or general delivery units may be prepared without a facing slip if the standards in M014 are met. These standards apply to automation carrier route First-Class, carrier route Periodicals, Enhanced Carrier Route Standard Mail, and carrier route bulk Bound Printed Matter mailings. For preparation of facing slips, see M020.3.

Placement and format:
Carrier route information consisting of a descriptive prefix (or its abbreviation), plus a route number or numeric code, must be on the top line of the address, either alone or with other optional information. A minimum of 10 spaces must be allowed for carrier route information when included with other information on the OEL. Carrier route information must be preceded by at least two asterisks (**) or other distinctive nonalphabetic or nonnumeric characters. Specific details and examples are in M014. The carrier route information is in addition to the marking standards (M620.1 and M810.1).

Abbreviations:

- The descriptive prefix "carrier route," "rural route," "highway contract route," "post office box section," or "general delivery unit" must be spelled out or abbreviated as shown below.

Carrier Route	C
General Delivery Unit	G
Highway Contract Route	H
Post Office Box Section	B
Rural Route	R

- The one-character descriptive prefix above must be followed by a 3-digit route or post office box section number.
- Additional standards apply to Periodicals and Standard Mail (A) with a simplified address and no ZIP Code (M014.2).

Keyline A mailer's keyline or comparable information may not be placed above or on the same line as the OEL. Authorized Manifest Mailing System mailers must use a keyline as described in P710.3.

This guide is an overview only. For the specific DMM standards applicable to this category of mail, consult the DMM sections referenced above and the general sections within each DMM module.

